



# MICE.com

The Online Community for the Meetings, Incentives, Conferences and Exhibitions Industry

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## **MICE.com Launches Online Community for the Meetings, Incentives, Conferences and Exhibitions Industry**

*We are building the largest network for MICE professionals - this will connect industry people in a way they have never been able to before by creating an online trade show environment to share and collaborate with your peers.*

Baltimore, MD – March 26, 2015 - It takes a network to execute a successful meeting, trip or event. MICE.com is the community to help you easily find, build and maintain those connections. The site is evolving daily gaining new industry professionals ready to connect.

MICE is a game changer in the industry. This is an evolution in niche social media marketing which combines the best elements from existing social media sites along with supplier reviews into a unique all-in-one platform. Look for our mobile app soon.

The online aspect creates a collective voice to the industry where the users have the power to influence and shape the landscape of MICE meetings and meeting travel. Based on feedback from planners and suppliers we put emphasis on the following areas:

1. **Community:** Connect and collaborate with your peers, share information, follow suppliers and market your business. MICE provides all users a medium to share their knowledge with other MICE professionals worldwide. Users become thought leaders by contributing their expertise on meeting planning, travel and business challenges.
2. **Planners:** Developing relationships with suppliers is key when choosing meeting destinations and venues. We have simplified the process of connecting to supplier contacts and gathering information. Follow destinations and venues. Exchange experiences on supplier services, meeting facilities and destinations worldwide.
3. **Suppliers:** MICE is a direct to consumer brand channel and lead generator for suppliers to stay in front of MICE meeting and travel decision makers. Bringing the trade show online eliminates the bulk of costs, travel and man-hours associated with traditional trade shows. Reach prospective clients, share information, post product updates and list your contacts.
4. **Reviews:** The reviewer's image, name and link back to their MICE.com profile. This provides for legitimate reviews while allowing users to become industry experts.
5. **Face to Face:** MICE.com promotes offline connections by allowing users to form networking groups and events in their local communities around the world. Users and companies can display what industry trade shows they are attending on their profiles enabling face to face connections. Trade show organizers can create a free listing on MICE.

Jeff Jacobsen, President of MICE stated, "We are building the largest online network for MICE professionals. MICE is an open user driven community that will cultivate a more connected and unified industry by fostering cross collaboration among planners, suppliers, trade shows and events, media, associations and groups. Everything is in one place to enhance user experience."

MICE.com is where connections are made, relationships deepen, experiences are shared, and business and innovation flourishes. Our key objective is to minimize buyer and supplier pain points by providing a platform to assist users in their daily routine, increase efficiency and productivity and provide suppliers a cost-effective marketing channel which maximizes ROI.

**Join today for free at [www.MICE.com](http://www.MICE.com)**

### **History**

MICE.com was established in 2014 by Jeff Jacobsen and Michael Mayhew and is headquartered near Baltimore Washington Airport. Jeff Jacobsen, active in the Travel Industry since 1984, came up with the idea when realizing there was a need for people in the travel industry to be connecting directly on a constant basis.